



UNIVERSITY OF RAJASTHAN, JAIPUR

Three/Four Year Undergraduate Programme

Faculty of Commerce

Programme Name:

**UG0202– Three/Four Year Bachelor of Commerce
(B. Com.)**

Subject/Discipline – Business Administration

(Syllabus as per NEP – 2020 and Choice Based Credit System)

Medium of Instruction: Hindi/English

Academic Session 2024-25

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(Academic)
University of Rajasthan
JAIPUR

**Programme Name: UG0202 – Three/Four Year Bachelor of Commerce
(B. Com.)**

Name of University	University of Rajasthan, Jaipur
Name of Faculty	Commerce
Name of Discipline	Business Administration
Type of Discipline	Major
List of Programme were offered as Minor Discipline	ABST/EAFM
Prerequisites	XII Pass
Offered to Non-Collegiate Students	Yes

Programme Outcomes (POs):

- **Business Knowledge and Understanding:** Develop a strong foundation in key business concepts, theories, and practices across disciplines such as accounting, economics, marketing, and management.
- **Critical Thinking and Problem-Solving:** Enhance analytical skills to critically evaluate business scenarios, identify challenges, and develop innovative solutions.
- **Effective Communication:** Build proficiency in oral and written communication to effectively convey business information to diverse audiences.
- **Ethical and Social Responsibility:** Cultivate a sense of ethics and social responsibility, ensuring that business decisions contribute positively to society and the environment.
- **Leadership and Teamwork:** Develop leadership qualities and teamwork abilities to function effectively in managerial and collaborative roles.
- **Global Business Awareness:** Gain insights into the global business environment, including international markets, cultural diversity, and global economic trends.
- **Technological Competence:** Acquire proficiency in modern business technologies and information systems to enhance operational efficiency and decision-making.
- **Research and Analytical Skills:** Strengthen research capabilities, enabling the systematic investigation of business issues and the formulation of evidence-based strategies.
- **Adaptability and Lifelong Learning:** Foster a mindset of adaptability and continuous learning to stay relevant in a rapidly changing business landscape.



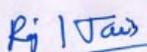
- **Entrepreneurial Spirit:** Encourage entrepreneurial thinking and the ability to initiate and manage new business ventures effectively.

Programme Specific Outcomes (PSOs):

- **Management Principles Application:** Apply fundamental management principles to real-world business situations, enhancing organizational efficiency and effectiveness.
- **Financial Acumen:** Demonstrate the ability to analyze financial statements, manage budgets, and make informed financial decisions to support business growth.
- **Marketing Strategies:** Develop and implement marketing strategies that align with organizational goals and respond to market demands.
- **Human Resource Management:** Effectively manage human resources by applying contemporary practices in recruitment, training, performance management, and employee relations.
- **Operations Management:** Optimize business operations through the application of production, logistics, and supply chain management techniques.
- **Business Law and Ethics:** Understand and apply relevant laws and ethical principles in business operations, ensuring legal compliance and ethical conduct.
- **Strategic Planning:** Engage in strategic planning processes, including SWOT analysis, to guide long-term business growth and sustainability.
- **Customer Relationship Management:** Implement customer relationship management (CRM) strategies to enhance customer satisfaction and loyalty.
- **Project Management:** Apply project management techniques to plan, execute, and close projects successfully within set timelines and budgets.
- **Business Communication:** Utilize effective business communication strategies to facilitate internal and external communication, ensuring clear and consistent messaging.

SEMESTER-WISE PAPER TITLES WITH DETAILS

UG0202 – Three/Four Year Bachelor of Commerce (B.Com.)								
S. No	Level	Semester	Type	Business Administration	Credits			
					Title	L	T	P
1.	5	I	MJR	UG0202-BDM-51T-101-Principles of Business Management	6	0	0	6


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2.	5	II	MJR	UG0202-BDM-52T-102- Business Laws	6	0	0	6
3.	6	III	MJR	UG0202-BDM-63T-201- Company Law	6	0	0	6
4.	6	IV	MJR	UG0202-BDM-64T-202- Fundamentals of Entrepreneurship	6	0	0	6
5.	7	V	MJR	UG0202-BDM-75T-301- Principles of Marketing	6	0	0	6
6.	7	VI	MJR	UG0202-BDM-76T-302- Fundamentals of Human Resource Management	6	0	0	6

Examination Scheme

- 1 credit = 25 marks for examination/evaluation
- For Regular Students there will be Continuous Assessment, in which sessional work and the terminal examination will contribute to the final grade. Each course in Semester Grade Point Average (SGPA) has two components- Continuous assessment (20% weightage) and (End of end-semester examination) EoSE (80% weightage).
- For Regular Students, 75% Attendance is mandatory for appearing in the EoSE.
- To appear in the EoSE examination of a course/subject a regular student must appear in the mid-semester examination and obtain at least a C grade in the course/subject.
- Credit points in a Course/Subject will be assigned only if, the regular student obtains at least a C grade in the CA and EoSE examination of a Course/Subject.
- In the case of Non-Collegiate Students there will be no Continuous assessment and credit points in a course/subject will be assigned only if, the non-collegiate student obtains at least a C grade in the EoSE examination of a Course/Subject.

Letter Grades and Grade Points

Letter Grade	Grade Point	Marks Range (%)
O (outstanding)	10	91 – 100
A+ (Excellent)	9	81 – 90
A (Very good)	8	71 – 80
B+ (Good)	7	61 – 70
B (Above average)	6	51 – 60
C (Average)	5	40 – 50
P (Pass)	4	
F (Fail)	0	
Ab (Absent)	0	

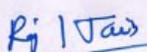
Examination Scheme for Continuous Assessment (CA)

DISTRIBUTION OF CONTINUOUS ASSESSMENT (CA) MARKS

S. No.	CATEGORY	Weightage (out of total internal marks)	THEORY					PRACTICAL		
			CORE (Only Theory)	CORE (Theory + Practical)	AEC	SEC	VAC	CORE (Theory +Practical)	SEC	VAC
	Max Internal Marks		30	20	20	10	10	10	10	10
1	Mid-term Exam	50%	15	10	10	5	5	5	5	5
2	Assignment	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5
3	Attendance	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5
		<i>Regular Class Attendance</i> = 75%	3	2	2	1	1	1	1	1
		75-80%	4	3	3	1.5	1.5	1.5	1.5	1.5
		80-85%	5	4	4	2	2	2	2	2
		> 85%	7.5	5	5	2.5	2.5	2.5	2.5	2.5

Note:

1. Continuous assessment will be the sole responsibility of the teacher concerned.
2. For continuous assessment no remuneration will be paid for paper setting, Evaluation, Invigilation etc.
3. For continuous assessment Paper setting and Evaluation responsibility will be of teacher concern.
4. For continuous assessment no Answer sheets/question papers etc. will be provided by the University.
5. Colleges are advised to keep records of continuous assessment, attendance etc.


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Examination Scheme for EoSE

CA – Continuous Assessment

EoSE – End of Semester Examination

Regular Students –

Type of Examination	Course Code and Nomenclature	Duration of Examination		Maximum Marks		Minimum Marks	
		CA	1 Hr.	CA	30 Marks	CA	12 Marks
Theory	UG0202-BDM-51T-101-Principles of Business Management	EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
		CA	1 Hr.	CA	30 Marks	CA	12 Marks
Theory	UG0202-BDM-52T-102-Business Laws	EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
		CA	1 Hr.	CA	30 Marks	CA	12 Marks
Theory	UG0202-BDM-63T-201-Company Law	EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
		CA	1 Hr.	CA	30 Marks	CA	12 Marks
Theory	UG0202-BDM-64T-202-Fundamentals of Entrepreneurship	EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
		CA	1 Hr.	CA	30 Marks	CA	12 Marks
Theory	UG0202-BDM-75T-301-Principles of Marketing	EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
		CA	1 Hr.	CA	30 Marks	CA	12 Marks
Theory	UG0202-BDM-76T-302-Fundamentals of Human Resource Management	EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
		CA	1 Hr.	CA	30 Marks	CA	12 Marks

The question paper consists of **three** parts A, B & C.

PART-A: 20 Marks

Part A will be compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each.

PART-B: 20 Marks

Part B of the paper shall consist of 4 questions selecting one question from each unit and the student shall attempt any 2 questions (with a limit of 100 words) that carry 10 marks each.

PART-C: 80 Marks

Part C of the question paper shall be divided into four units comprising question numbers 6-9. There will be one question from each unit with internal choice. Each question will carry 20 marks.



Non-Collegiate Students –

Type	Course Code and Nomenclature	Duration of Examination	Maximum Marks (EoSE)	Minimum Marks (EoSE)
Theory	UG0202-BDM-51T-101- Principles of Business Management	3 Hrs	150 Marks	60 Marks
Theory	UG0202-BDM-52T-102- Business Laws	3 Hrs	150 Marks	60 Marks
Theory	UG0202-BDM-63T-201- Company Law	3 Hrs	150 Marks	60 Marks
Theory	UG0202-BDM-64T-202- Fundamentals of Entrepreneurship	3 Hrs	150 Marks	60 Marks
Theory	UG0202-BDM-75T-301- Principles of Marketing	3 Hrs	150 Marks	60 Marks
Theory	UG0202-BDM-76T-302- Fundamentals of Human Resource Management	3 Hrs	150 Marks	60 Marks

The question paper consists of **three** parts A, B & C.

PART-A: 40 Marks

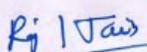
Part A will be compulsory having 20 very short answer-type questions (with a limit of 20 words) of two marks each.

PART-B: 30 Marks

Part B of the paper shall consist of 4 questions selecting one question from each unit and the student shall attempt any 2 questions (with a limit of 100 words) that carry 15 marks each.

PART-C: 80 Marks

Part C of the question paper shall be divided into four units comprising question numbers 6-9. There will be one question from each unit with internal choice. Each question will carry 20 marks.


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Syllabus

UG0202-BDM-51T-101-Principles of Business Management Ist Semester - Business Administration

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
I	BDM-51T-101	Principles of Business Management			5	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
Introductory	Major	6	0	6	Yes	Lecture
Duration of Examination		Maximum Marks			Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks			Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

BDM-51T-101-Principles of Business Management

Objectives of the Course:

1. To make the students aware of the universality of management and need for formal management education.
2. To enable them to appreciate the evolutionary process of management thought.
3. To introduce them to the various managerial functions and the principles behind practicing them.
4. To acquaint the students with the recent changes in the field of management.

UNIT I: Introduction: Concept, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches. Planning: Concept, Process, Types, Levels, Advantages, Disadvantages and Principles of Planning.

UNIT II: Decision- Making: Concept and Process; Management by Objective (MBO).



Organisation: Concept, Nature, Process and Significance, Authority and Responsibility Relationships. Centralization and Decentralization; Span of Management. Coordination: Meaning, Importance, Principles and Techniques.

UNIT III: Direction: Meaning & Principles. Motivation and Leading People at Work: Motivation- Concept, Importance, Theories of - Maslow, Herzberg, McGregor and Ouchi. Leadership- Concept and Leadership Styles; Likert's System of Management.

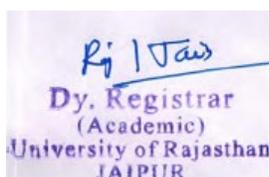
UNIT IV: Managerial Control: Concept and Process; Effective Control System; Techniques of Control. Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and Methods of Reducing Resistance to Change.

Suggested Books and References:

- Harold Knootz & Heinz Wehrich: Essentials of Management, Tata McGraw Hill, New Delhi.
- Vijay Kumar Kaul: Business Management, Vikas Publishing House, Noida (UP).
- Louis A. Allen : Management and Organisation, McGraw Hill, Tokyo.
- Ansoff, H.I. : Corporate Strategy, McGraw Hill, New York.
- Hampton David R. : Modern Management, McGraw Hill, New York.
- James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr.: Management, Prentice Hall, New Delhi.
- Harsey, Paul and Blanchard Kenneth H: Management of Organizational Behaviour-Utilizing the Human Resources, Prentice Hall of India, New Delhi.
- John M. Ivancevich, James H. Donnelly, Jr. James L. Gibson: Management Principles and Functions. AITBS Publishers and Distributors, New Delhi.
- George R. Terry, Stephgen G. Franklin: Principles of Management, AITBS Publishers and Distributors, New Delhi.
- R.D. Agarwal: Organization and Management, Tata McGraw Hill, New Delhi.

Course Learning Outcomes:

1. Acknowledge the need for formal management education.
2. Acquire skills for becoming effective managers.
3. Acquire ability to apply basic business management principles to solve business and industry related problems.
4. Practice management principles wherever possible and utilize the available resources more productively.



UG0202-BDM-52T-102- Business Laws IInd Semester - Business Administration

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
II	BDM-52T-102	Business Laws			5	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
Introductory	Major	6	0	6	Yes	Lecture
Duration of Examination		Maximum Marks			Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks			Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

BDM-52T-102- Business Laws

Objectives of the Course:

1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to practical commercial situations.

UNIT I:The Indian Contract Act, 1872, Section 1 to 75

UNIT II: Special Contracts; Indemnity; Guarantee; Bailment and pledge, Agency

UNIT III: Indian Sale of Goods Act, 1930

UNIT IV: The Limited Liability Partnership Act, 2008

Suggested Books and References:

- Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons



Pvt. Ltd., Kolkata

- Kuchal, M.C. and KuchhalVivek : Business Laws, Vikas Publishing House, Noida (UP).
- Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
- Kapoor, N.D. : Business Law , Sultan Chand & Sons, New Delhi
- Tulsian P.C., Tulsian Bharat, TulsianTushar: Business Laws, S.Chand Publishing.
- Chandra, P.R. : Business Law, Galgotia, New Delhi
- The Indian Contract Act, 1872- Bare Act.
- The Sale of Goods Act, 1930- Bare Act.

Course Learning Outcomes:

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases.

UG0202-BDM-63T-201- Company Law IIIrd Semester - Business Administration

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
III	BDM-63T-201	Company Law			6	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
Intermediate	Major	6	0	6	Yes	Lecture
Duration of Examination		Maximum Marks			Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks			Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

BDM-63T-201- Company Law

Objectives of the Course:

The objective of this course is to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013.



UNIT I: Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil. Formation and Incorporation of company- Promoters and their legal position, pre- incorporation contract and provisional contract, online registration of a company, Certificate of Incorporation. Memorandum of Association, Articles of Association - Doctrine of Constructive Notice and Indoor Management.

UNIT II: Prospectus: Meaning and Definition – Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Mis-statement in Prospectus: Civil and Criminal Liability.
Various Modes for Raising of Capital. Global Depository Receipts (GDR), Book Building, Issue of Securities - Private Placement, Public Issue, Rights Issue, Bonus Shares; Employee Stock Option Scheme (ESOS), Sweat Equity Shares. Buy-back of shares, Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities.

UNIT III: Directors: Classification of Director- Women Director, Independent Director, Shareholder Director, Director Identification Number (DIN), Appointment of Director, Qualification and Dis-Qualifications. Legal Position, Powers and Duties, Removal of Director, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors.

Key Managerial Personnel – Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director.

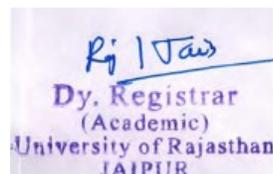
UNIT IV: Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra- Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stakeholders.

Winding-up of Company: Meaning of winding-up, Dissolution of Company, Conceptual understanding of Winding-up by the Tribunal, Compulsory Winding-up, Members' Voluntary Winding-up, Creditors' Voluntary Winding-up.

Suggested Books and References:

- Avtar Singh, Indian Company Law, Eastern Book Company.
- Roy & Das, Company Law, Oxford University Press.
- GK Kapoor & Sanjay Dhamija, Company Law, Bharat Law House.
- C.R. Datta, Datta on the Company Law; Lexis Nexis, Butterworths Wadhwa, Nagpur.
- K.C. Garg, R.C. Chawla, Vijay Gupta : Company Law; Kalyani Publishers.
- Kuchhal M.C., Modern Indian Company Law, Shri Mahavir Book Depot, Delhi.
- H.K. Saharaj, Company Law; Universal Law Publishing Co., Delhi.
- V.S. Datey, Guide to Tax and Corporate Laws; Taxmann, New Delhi.
- Shukla S.M., Company Adhinyam evam Sachiviya padhati.
- Mittal and Agarwal : Company Adhinyam Evam Sachiviya Vidhi.

Course Learning Outcomes:



1. Understand the regulatory aspects and the broader procedural aspects involved in different companies covered in Companies Act.
2. Comprehend the process and legal documents of formation and incorporation of a company.
3. Acquire an understanding of the process and documents for raising capital for the company.
4. Understand the process of company meetings and corporate decision making. Develop an understanding of the winding up process.



BDM-64T-202- Fundamentals of Entrepreneurship IVth Semester - Business Administration

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
IV	BDM-64T-202	Fundamentals of Entrepreneurship			6	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theory	Practical	Total		
Intermediate	Major	6	0	6	Yes	Lecture
Duration of Examination		Maximum Marks			Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks			Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

BDM-64T-202- Fundamentals of Entrepreneurship

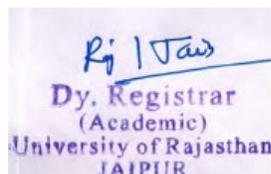
Objectives of the Course:

1. To inspire students and help them to imbibe an entrepreneurial mind-set.
2. To familiarise with the basic concept, role and structures of Entrepreneurship and Small Business Management.
3. To understand the latest trends and developments in Entrepreneurship.
4. To create awareness about government programmes and schemes for Entrepreneurs.
5. To analyse and solve the problems of Entrepreneurship and Small Business Management.

UNIT I: Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship.

UNIT II: Entrepreneurs from Rajasthan, Rural Entrepreneurs, Technopreneurship, Agripreneurs, Women Entrepreneurs, Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

UNIT III: Concept of Small and Medium Enterprises, Role of Small and Medium Enterprises, Policies Governing Small and Medium Enterprises in India, Management of



Small and Medium Business Enterprises, Role of Financial Institutions Promoting Small and Medium Enterprises.

UNIT IV: Start up process of Small Enterprises, Organization Structure of Small Scale Industries in India, Taxation benefits and Concessions to Small Scale Industries in India, Problems of Small Scale Industries in India.

Suggested Books and References:

- Rao, T. Venkateswara & Pareek, Udai, Developing Entrepreneurship, New Delhi learning system company.
- Bhansali, Entrepreneurship Development, HPB.
- Sharma, Pradeep, Entrepreneurship and Small Business management, RBSA, Jaipur.
- Desai, Drevasant, Fundamentals of Entrepreneurship and Small business management, Himalya Publishing House Pvt. Ltd.
- Patna, K.K., Fundamentals of Entrepreneurships, Himalya Publishing House Pvt. Ltd.
- Shrivastava, S.B., A Practical Guide to Industrial Entrepreneurship, Sultan Chand & Sons.

Course Learning Outcomes:

1. Develop understanding about entrepreneurship and successful entrepreneurs.
2. Develop an entrepreneurial mind set, learning key skills such as negotiation, personal selling and communication.
3. Understand the thought process of entrepreneur and understand their strength, weakness and decision making power from an entrepreneurial perspective.

